

BACKGROUND ADVERTISING IN AN INTERNET ENVIRONMENT

Abstract of the Disclosure

- 5 An advertisement is displayed behind text or other information on a page transmitted over the Internet. The advertisement has an associated transparency level that is adjustable by the server prior to transmission to the client software process. The client process requests the information content from the server that adjusts the transparency level in response to the equipment of the requesting computer. The
- 10 server combines the advertisement and information, if they are stored separately, and transmits the resulting Web page to the computer. The Web page is then either displayed on the computer, printed for viewing, or both displayed and printed.

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